RBZ®
JEWELLERS LTD.

Date: 24th November 2026

To,
Department of Corporate Services
BSE Limited,
P J Towers, Dalal Street,
Mumbai - 400 001

Security Code: 544060
Security ID: RBZJEWEL

To,
Listing Department
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor Plot No. C/1,
G. Block Bandra-Kurla Complex,
Bandra (E), Mumbai - 400 051

Symbol: RBZJEWEL

Dear Sir/Madam,

Sub: Intimation of Press Release.

Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015.

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed a copy of the Press Release titled "**A City of Culture, A Legacy of Craftsmanship: RBZ Jewellers Ltd. Unveils Their Flagship Store in Rajkot.".**

The information is also being made available on the website of the Company at www.rbzjewellers.com.

You are requested to take the above information on record.

Thank you,

For, RBZ Jewellers Limited

HELI AKASH GARALA
Digitally signed by HELI AKASH GARALA
Date: 2026.11.24 15:41:10 +05'30'

RBZ JEWELLERS LIMITED AHMEDABAD 29705740

Heli A Garala
Company Secretary & Compliance Officer
Mem No. ACS 49256

A City of Culture, A Legacy of Craftsmanship: RBZ Jewellers Ltd. Unveils Their Flagship Store in Rajkot.

Rajkot, 24th November 2026: RBZ Jewellers Ltd. ('RBZ'), through its retail brand Harit Zaveri Jewellers ('HZJ'), one of Gujarat's fastest-growing jewellery retailers, has expanded its retail footprint with the launch of a new approx. 10,000 sq. ft. flagship showroom in Rajkot, further strengthening its presence across Gujarat.

Founded on the principles of **Right Craftsmanship, Right Quality and Right Price**, the brand brings its range of heritage-inspired and contemporary jewellery to the city. Its philosophy is rooted in transparency, fairness and "**no bhed-bhav, chokho vyavhar**" - treating every customer with equal respect and ensuring an honest, fair buying experience.

The new showroom was inaugurated by renowned actor **Hrithik Roshan** on **24 November 2026**, in the presence of the Company's management, customers and other distinguished guests.

"Hrithik's appeal, the admiration he commands across audiences and his distinctive aura make him a natural fit for this milestone. We believe his association will create a strong connect with our customers and bring greater awareness to our new flagship store in Rajkot," **shares Harit Zaveri, Joint Managing Director, Harit Zaveri Jewellers.**

*"*What I admire about Harit Zaveri Jewellers is its commitment to the right craftsmanship, uncompromising quality and fair pricing. It's refreshing to see a jewellery brand that believes in delivering true value to its customers rather than relying on discounts, building trust through the quality of its jewellery and the honesty of its offering. It's wonderful to be here in Rajkot and be a part of this special milestone and new chapter for Harit Zaveri Jewellers**," shares Hrithik Roshan, Actor, as he interacted and understood in depth from Harit Zaveri about the brand's philosophy and approach.**

"As we grow, one principle remains unchanged: offering the right craftsmanship, the right quality and the right price. We believe in being fair, transparent and consistent across every customer touchpoint, from the products we create to the experience we deliver in our stores." **shares Harit Zaveri, Joint Managing Director, Harit Zaveri Jewellers.**

The brand's foundation is also rooted in a long-standing family legacy in jewellery through **RBZ Jewellers Ltd.,** and this understanding of craftsmanship, quality and responsible business has continued to shape Harit Zaveri Jewellers. The brand offers jewellery across **everyday, occasion,**

statement and bridal categories, bringing together traditional Indian craftsmanship, distinctive design and a retail experience built around transparency and trust.

Following its recent expansion at Surat, Gujarat, the launch in Rajkot represents the next step in Harit Zaveri Jewellers' calibrated retail expansion strategy. With this launch, the brand's retail footprint now extends across three stores in Ahmedabad, Surat and Rajkot, strengthening presence across Gujarat and bringing its established proposition of trust, craftsmanship and contemporary jewellery to a wider customer base.

Now in Rajkot

Spread in approx. in **10,000 sq. ft.**, The new **Harit Zaveri Jewellers Rajkot** flagship brings to life **India Modern -** the brand's interpretation of how Indian jewellery retail can evolve with the times while remaining rooted in its origins. The concept brings together **Indian craftsmanship, materials and cultural identity with contemporary design, technology and transparency**, creating a spacious and considered interiors cape designed around the experience of discovering and wearing jewellery. The flagship is conceived not merely as a display space, but as an environment where jewellery remains the protagonist and every element supports how it is discovered.

The interiors of the Harit Zaveri Jewellers store features **Indian stone, sandstone, wood, brass and crafted surfaces**, complemented by clean geometry, layered lighting and generous circulation. Drawing on traditional ideas of proportion, rhythm, thresholds, screens and framed views, the design creates a space that feels distinctly Indian without being conventional.

Collections Inspired by Indian Storytelling:

The Rajkot flagship showcases Harit Zaveri Jewellers' latest collections, each rooted in Indian storytelling while reflecting contemporary aesthetics.

The Jewellery Collection :

- **Vivaah:** The Vivaah Collection celebrates the artistry of intricate Jadau craftsmanship through delicate pearl arrangements, colourful stonework and flowing ornamental designs. Featuring cascading pearl strands, elaborate central motifs and nature-inspired detailing, each creation brings together traditional craftsmanship and graceful grandeur.

- **Heritage Collection:** The Heritage Collection draws inspiration from traditional Gujarati jewellery, characterised by bold silhouettes, textured gold balls and sculptural gold detailing. Featuring antique gold finishes, intricate motifs and traditional stone accents, the collection reflects a rich and regal aesthetic rooted in heritage craftsmanship.

- **Shringaar Collection:** The Shringaar Collection showcases the traditional art of Taar Jadayi, bringing together intricate gold wirework, die-stamped elements and elaborate

ornamental detailing. Its dimensional designs and richly crafted motifs create a sense of grandeur while maintaining comparatively lighter gold construction.

- **Vintage Collection:** The Vintage Collection is defined by closely arranged motifs, intricate Jadau craftsmanship and a harmonious interplay of gold and colourful stones. Featuring compact pearl detailing, antique-inspired finishes and richly textured designs, each piece reflects the beauty of traditional jewellery through dense and balanced ornamentation.

The company's retail philosophy places the customer at the centre of the experience. Whether purchasing an everyday piece or a significant bridal or heirloom creation, every customer should have the freedom to explore, understand, ask questions and make a decision without pressure.

As RBZ Jewellers Ltd. enters its next phase of growth, with expansion planned across key markets, the ambition is to build a respected national jewellery company while taking these principles to a larger audience. The vision is not simply to grow the business, but to demonstrate that a jewellery company can scale while remaining uncompromising about honesty, ethical business practices, fair treatment and trust, values that remain at the core.

Ahmedabad Store Address: Harit Zaveri Jewellers, Akshar Complex, Ground Floor, Shivranjani Cross Road, Satellite, Ahmedabad, Gujarat – 380015

Surat Store Address: Shop No. 3 - 4, Parle Point, Gokul Tower, Meghdoot Society, Athwalines, Athwa, Surat, Gujarat – 395007

Rajkot Store Address: Radhika House, Nr. Wockhardt Hospital, Kalavad Road, Rajkot, Gujarat – 360001.

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